

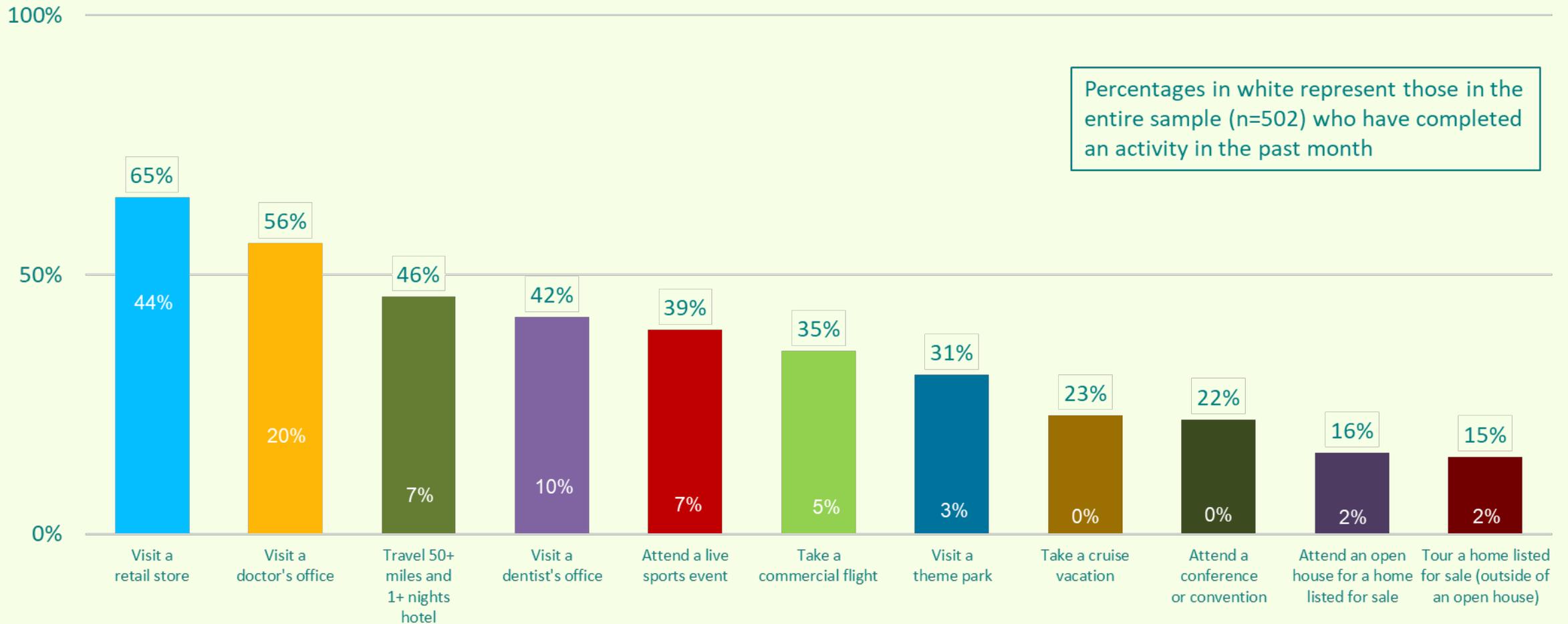
WAVE 14: MEN DRIVE GROWING ENGAGEMENT

**Public opinion insights from October 21, 2020
“Back-to-Normal Barometer”**

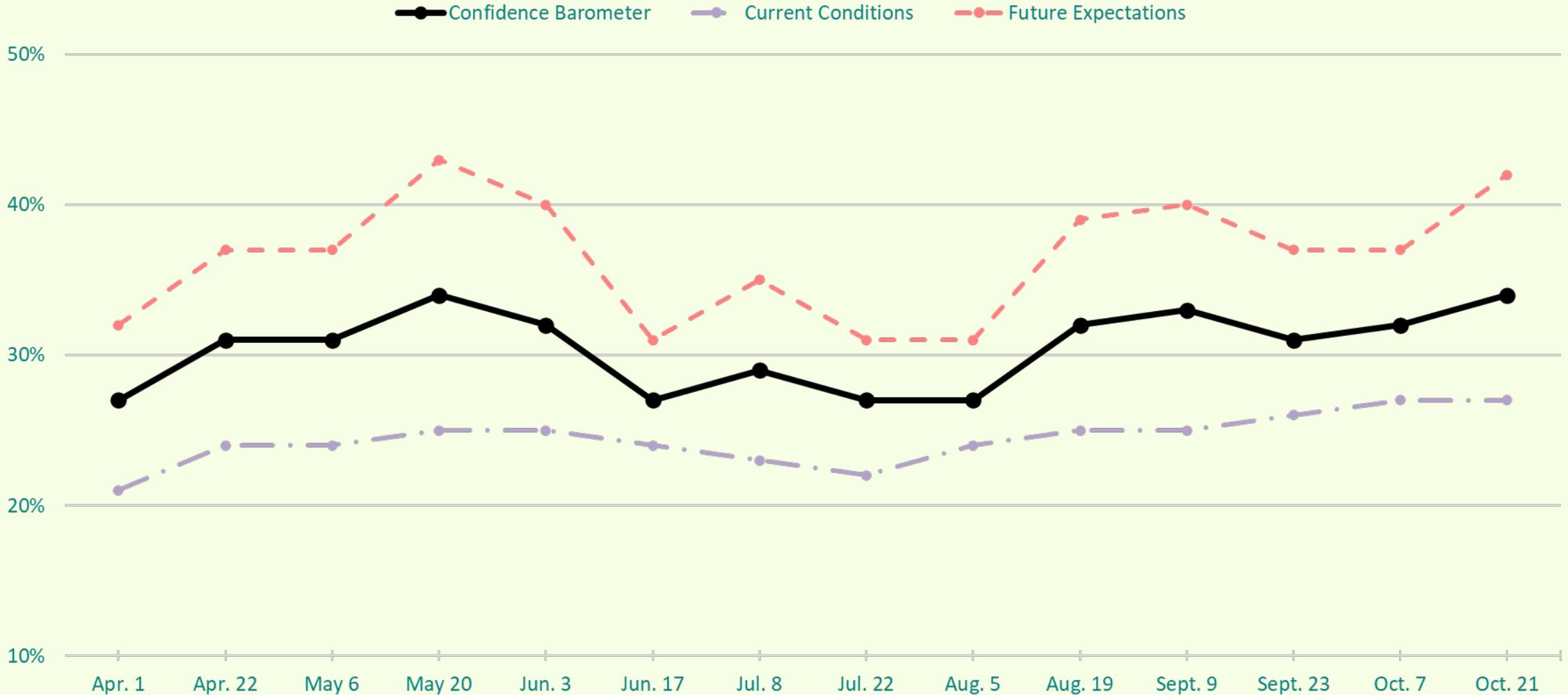
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CONTEXT: RESPONDENTS ACTIVELY ENGAGE

Percent who have participated in this activity in the past 12 months



CONFIDENCE BAROMETER MATCHES ALL-TIME HIGH



Back to Normal Barometer, Oct. 21, 2020

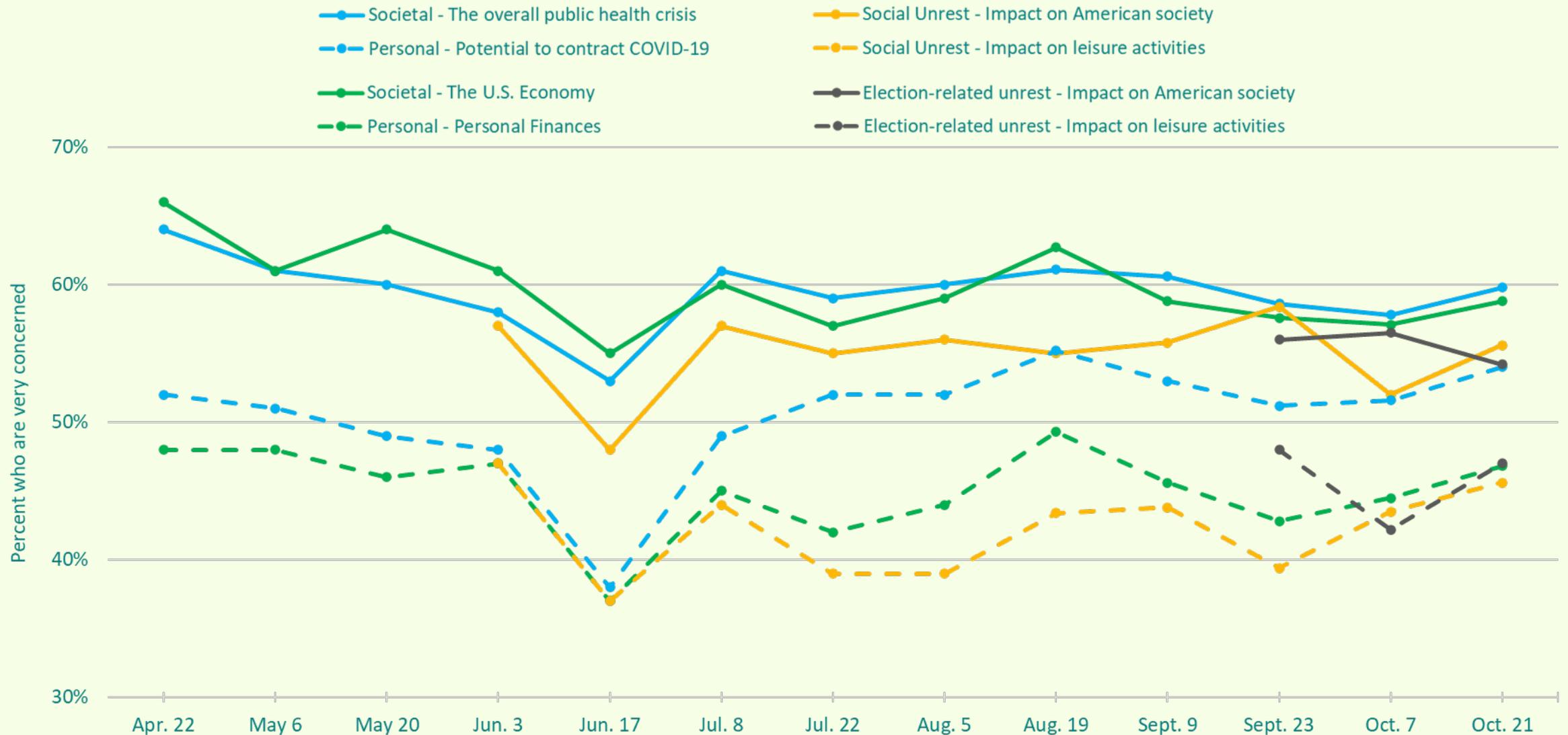


Engagious

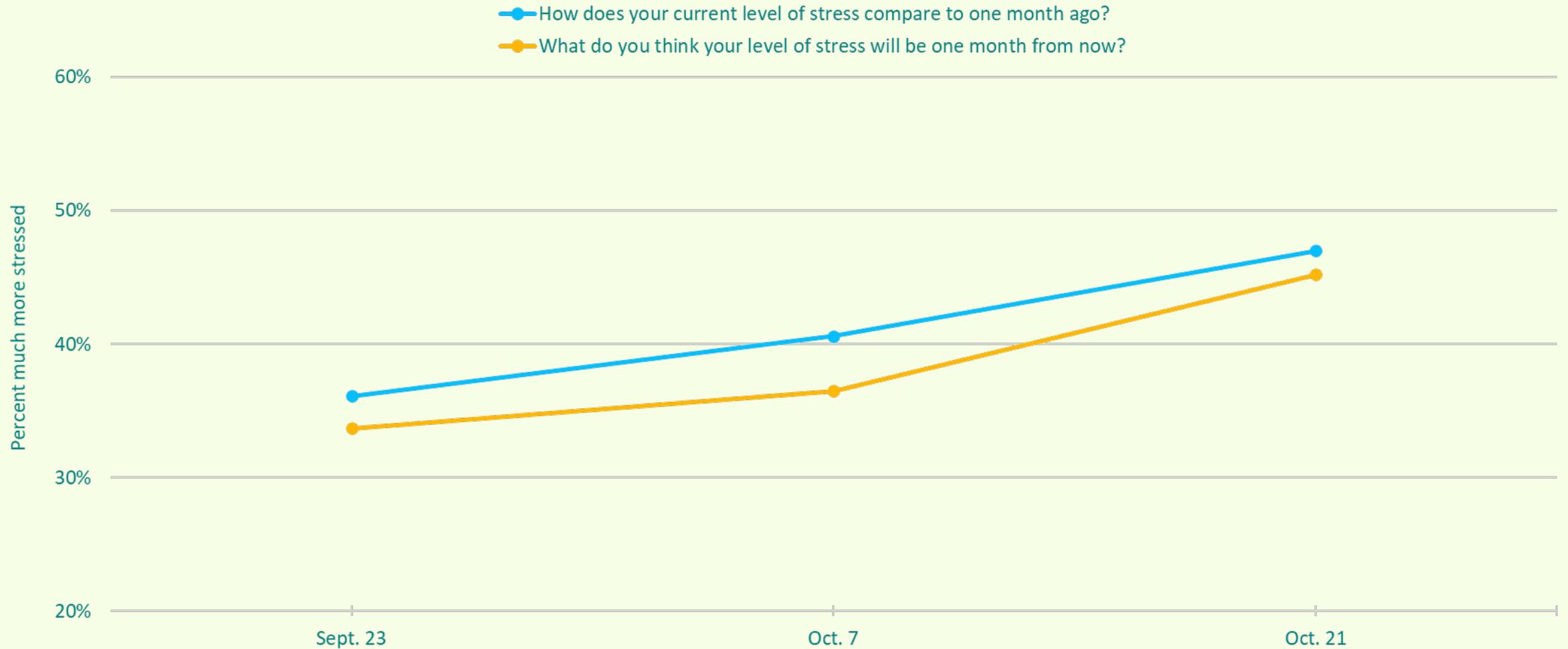


2020 BACK TO NORMAL BAROMETER

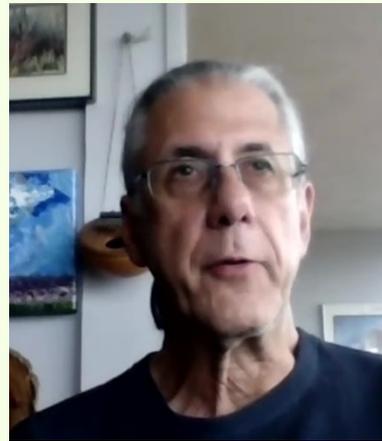
HEALTH CRISIS IS TOP PERSONAL & SOCIETAL CONCERN



STRESS LEVELS CONTINUE TO RISE OVER THE PAST MONTH



IN-DEPTH INTERVIEWS: WHAT THEY'RE SAYING NOW ABOUT COVID



COVID: AN INCREASING THREAT LOCALLY

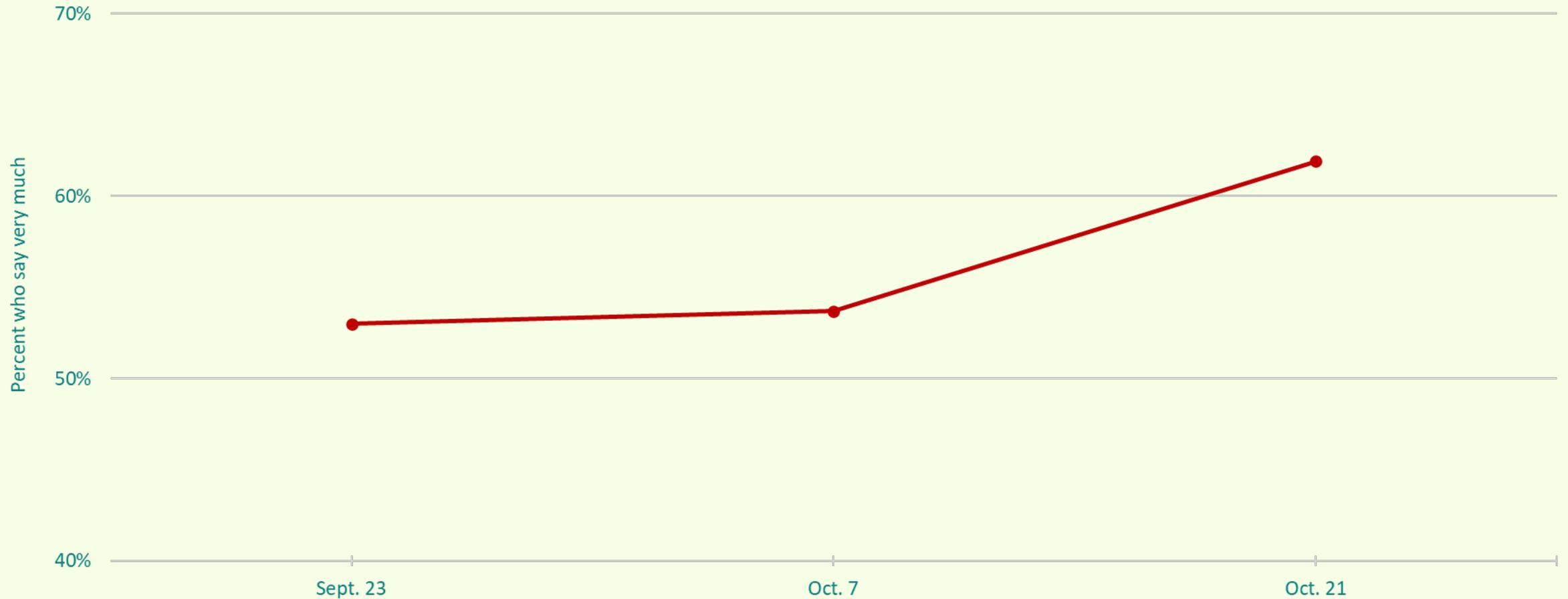
- 10 of 10 say their COVID-19 threat locally is increasing
 - Numbers going up, news reports
 - Mandates/warnings are increasing
 - Logic – colleges/schools open, colder weather, pandemic fatigue
- They're concerned people are losing focus, which could lead to spikes
 - *“(COVID-19) is still here, but we're getting complacent...We're just ready to get back to normal, but I don't think it's time to get back to normal.”*
 - *“We all got a little loose (about precautions) over the summer because things were a lot calmer and it's time to button back up.”*
- Globally, many don't have a good sense of how the world is doing

AND “COVID FATIGUE” HAS SET IN

- A survey high 38% strongly agree COVID is less of a threat than it was this summer
- A survey high 43% strongly agree that it's time for the country to re-open for business
- Those with a desire to see those areas with high rates of COVID re-closed hits Barometer low of 54%

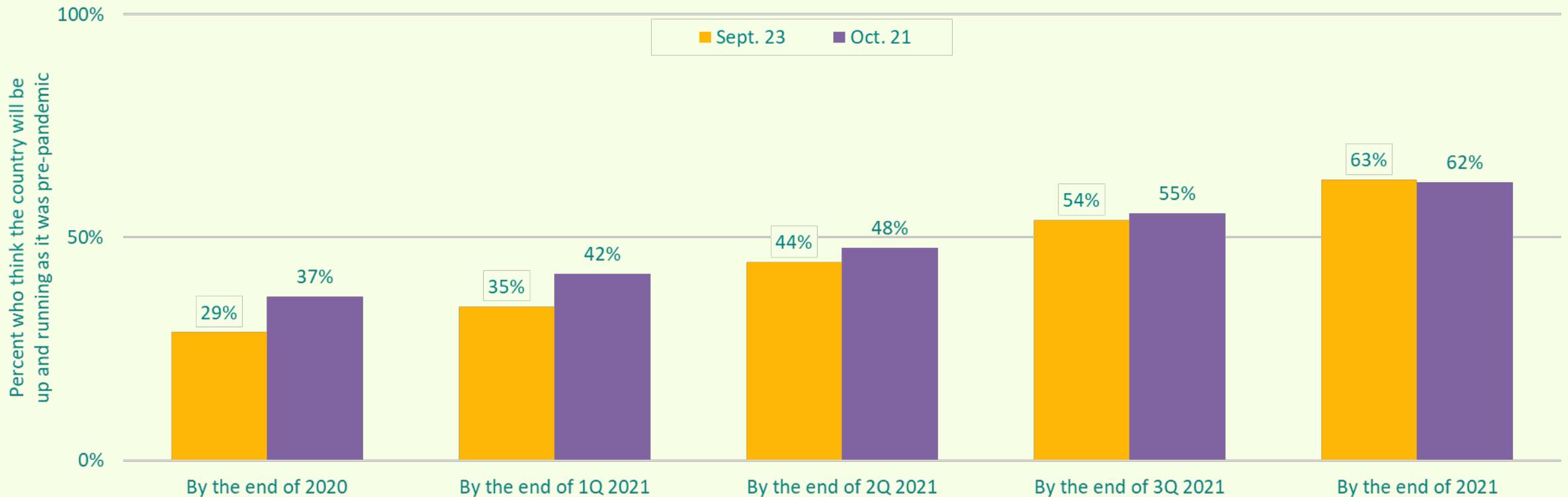
STRONG DESIRE TO GET BACK TO WORKING AT AN OFFICE

How much do you want to return to working at an office outside your home?



COMPARED TO A MONTH AGO, MORE EXPECT A SOONER OPEN

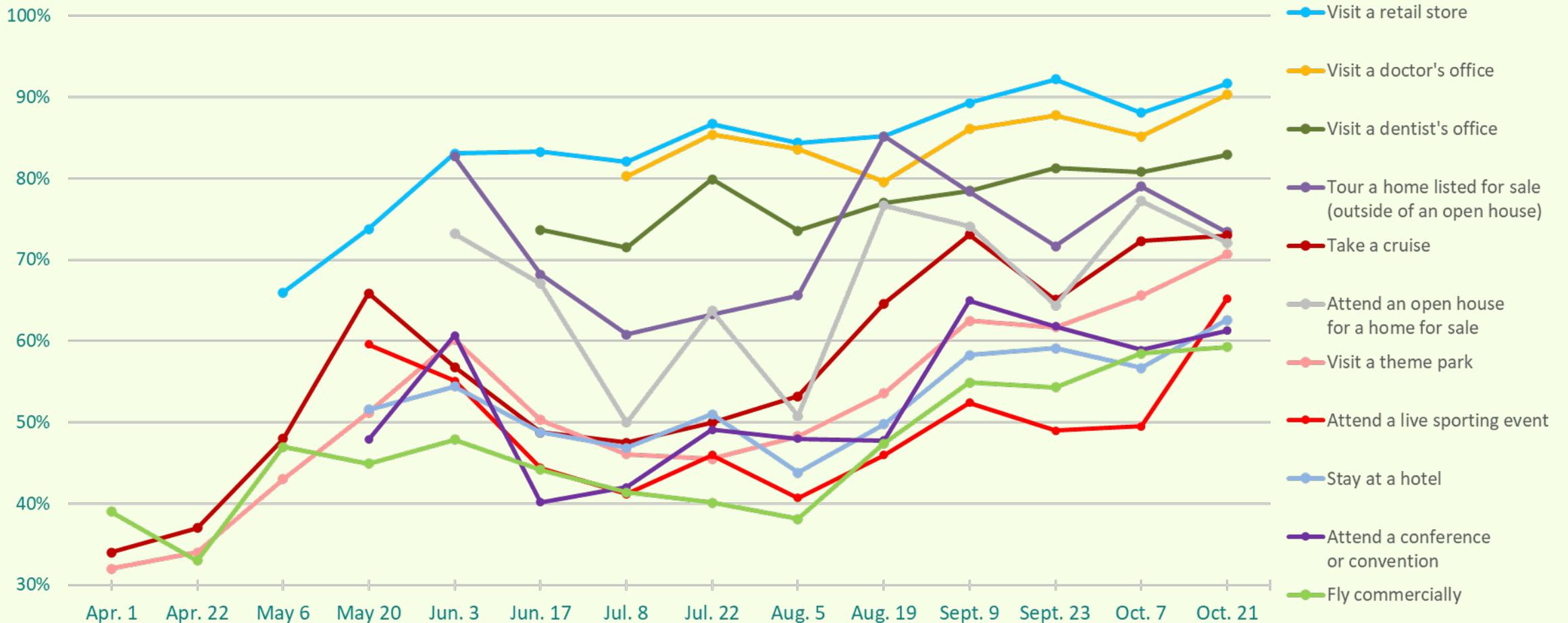
Using a scale from 1-10, where 10 indicates that from the standpoint of COVID-related restrictions, safety protocols, business closures, or capacity limitations, the country will be up and running as it was pre-pandemic, 5 indicates that things will be no different than they are today and 1 indicates we will be in full lockdown, where do you anticipate that the country will be...



n=498, Sept. 23, 2020; n=502, Oct. 21, 2020

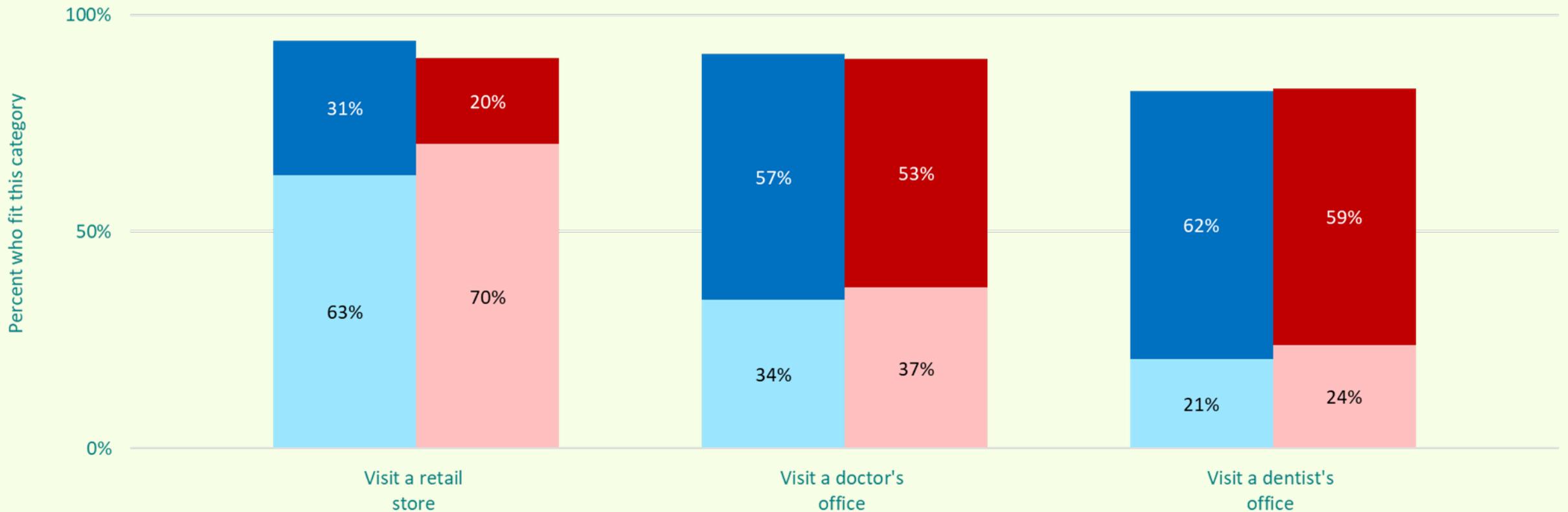
AND DESPITE NEWS, WILLINGNESS TO ENGAGE CONTINUES TO RISE

[Among those who have done this activity in the past 12 months:] For each of the following activities, please indicate which of the following conditions is closest to your current point of view: Recently active + Ready to go

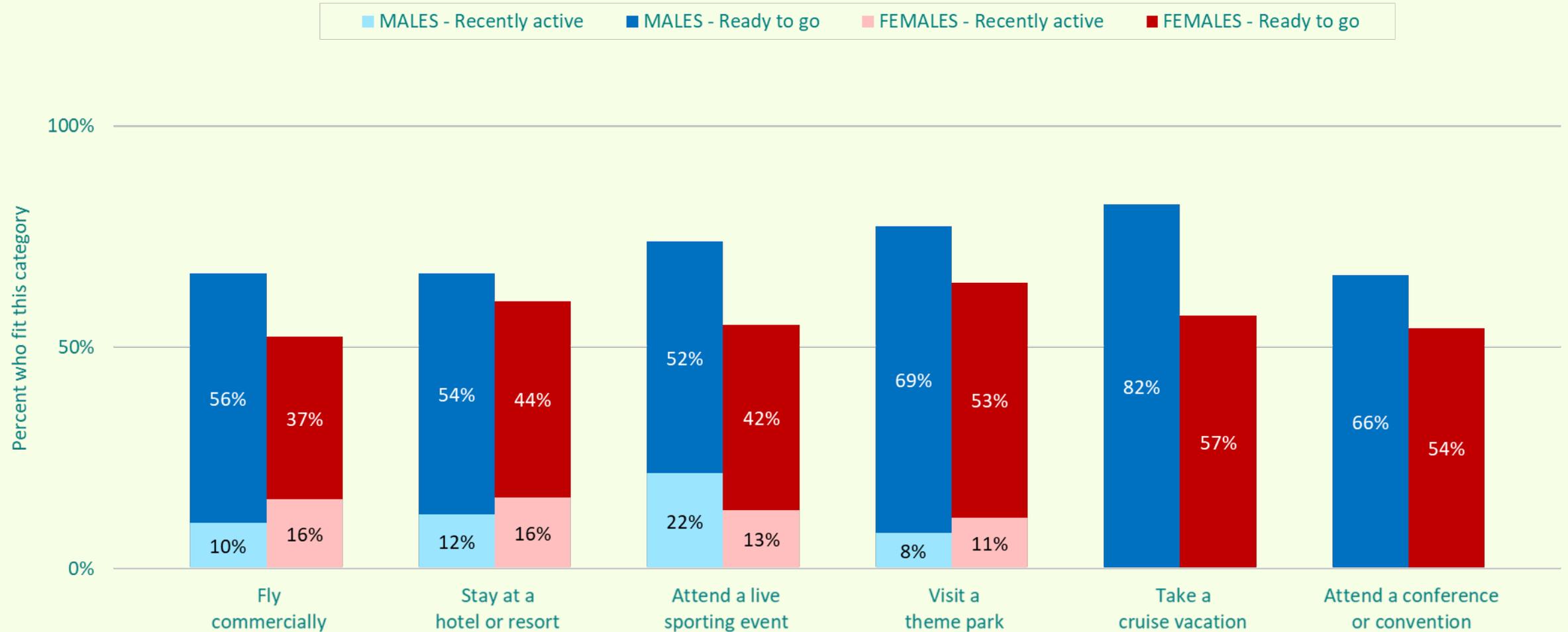


WITH CORE ACTIVITIES, MEN & WOMEN SIMILARLY ENGAGE

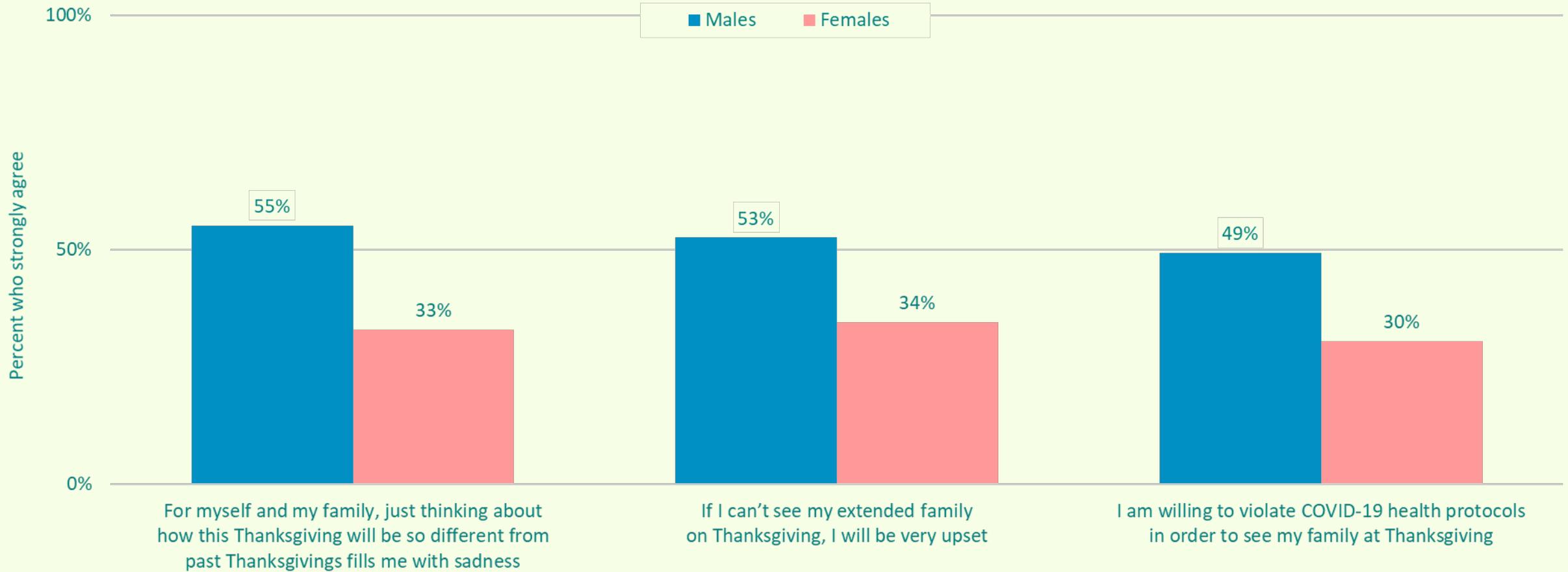
MALES - Recently active MALES - Ready to go FEMALES - Recently active FEMALES - Ready to go



BUT WITH OPTIONAL ACTIVITIES, MEN ARE FAR MORE ENGAGED

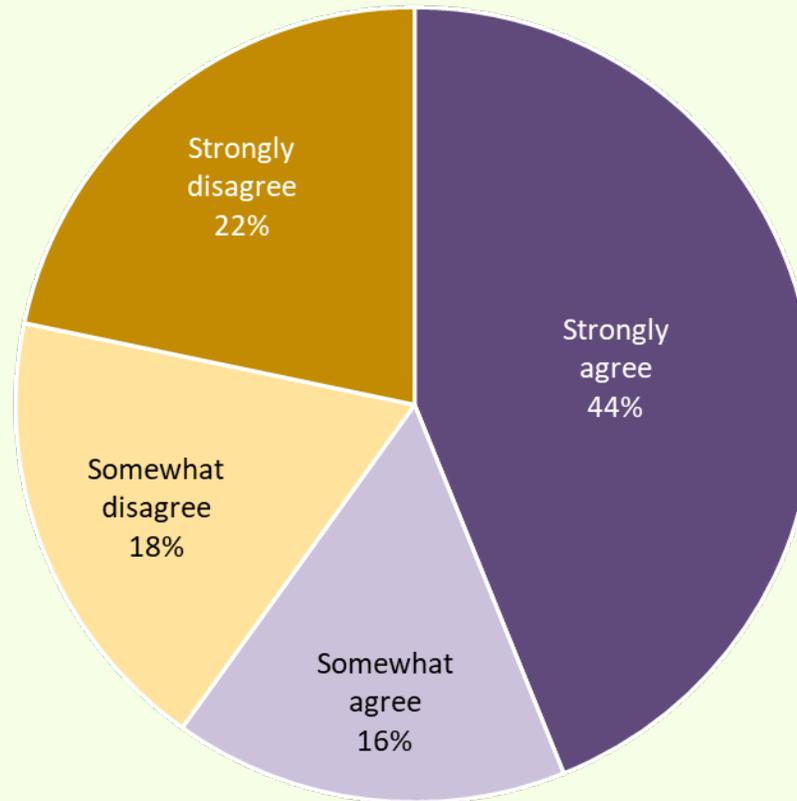


...WHICH BRINGS US TO A THANKSGIVING GENDER DICHOTOMY



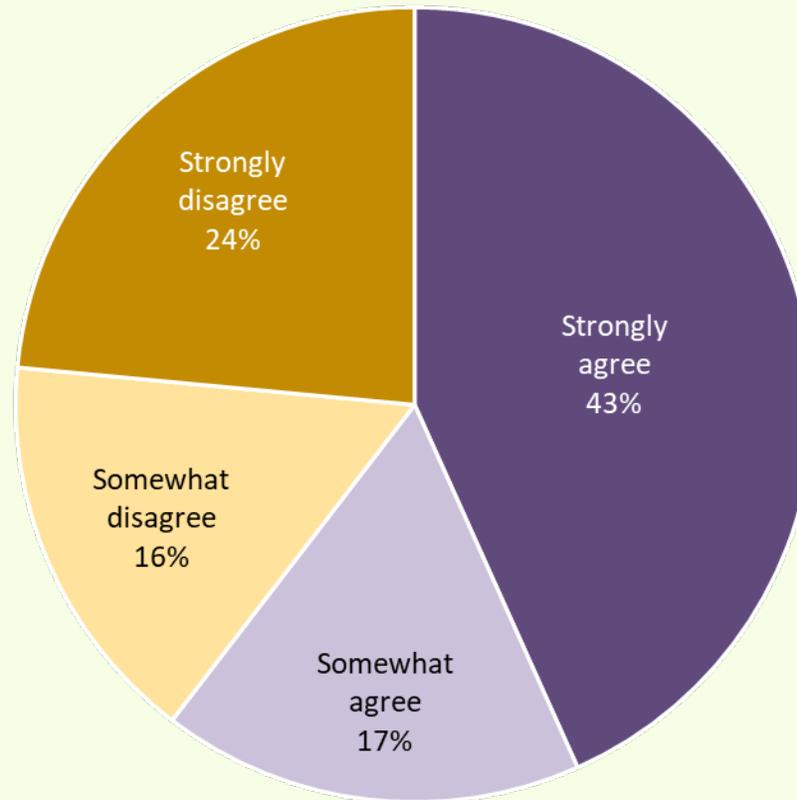
PLENTY FILLED WITH T-GIVING SADNESS—BUT PLENTY OTHERS NOT

For myself and my family, just thinking about how this Thanksgiving will be so different from past Thanksgivings fills me with sadness.



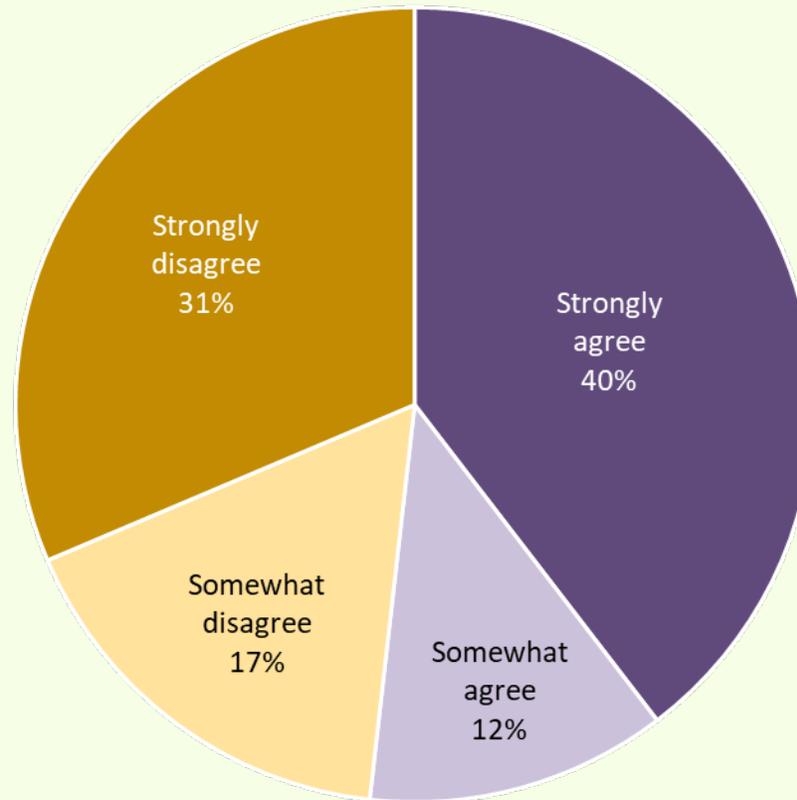
MANY WILL MISS FAMILY, BUT 2 OUT OF 5 WILL NOT

If I can't see my extended family on Thanksgiving, I will be very upset.



52% WOULD VIOLATE HEALTH PROTOCOLS, 48% WOULD NOT

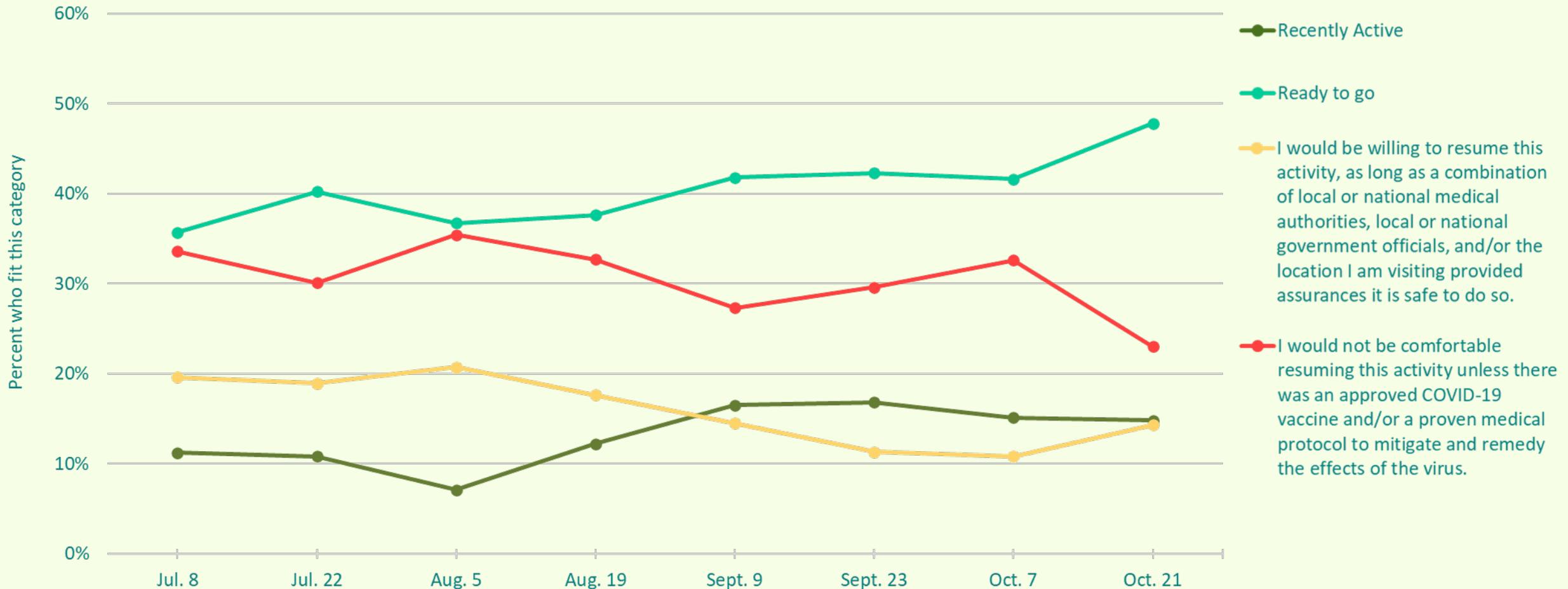
I am willing to violate COVID-19 health protocols in order to see my family at Thanksgiving.



US Travel

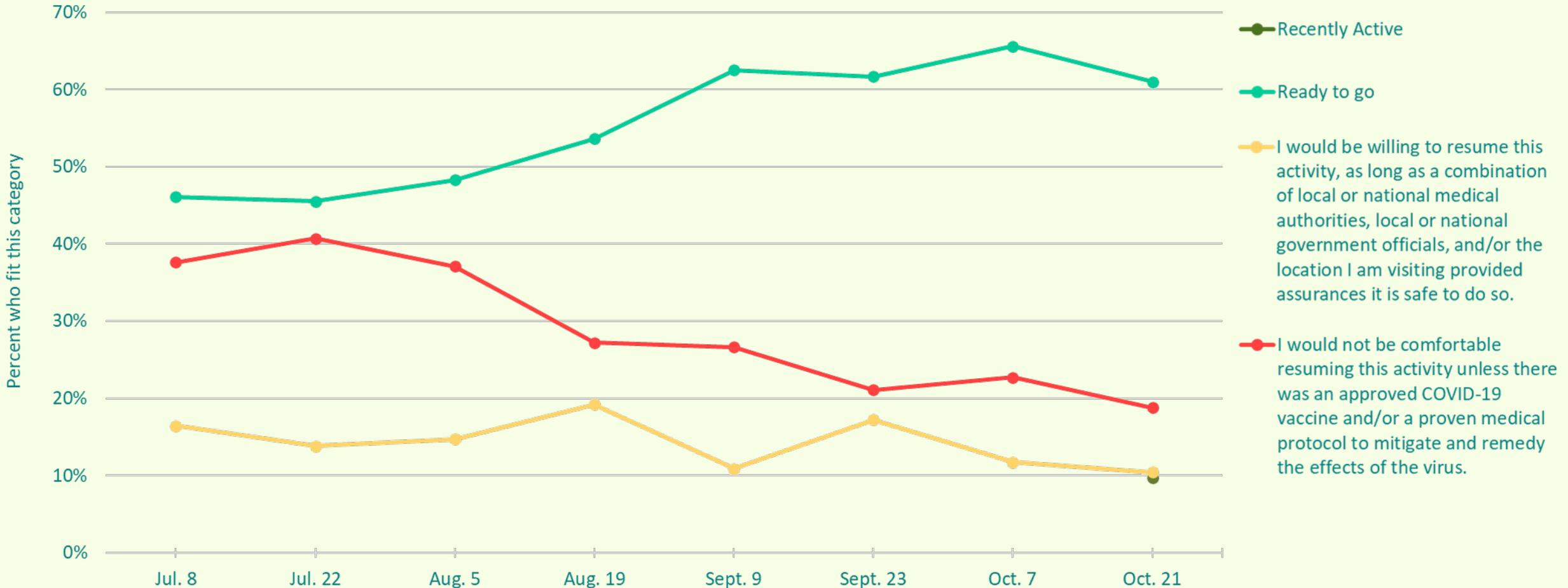
% NEEDING BREAKTHROUGH TO STAY AT A HOTEL HITS NEW LOW

Which of the following conditions is closest to your current point of view... Stay at a hotel or resort



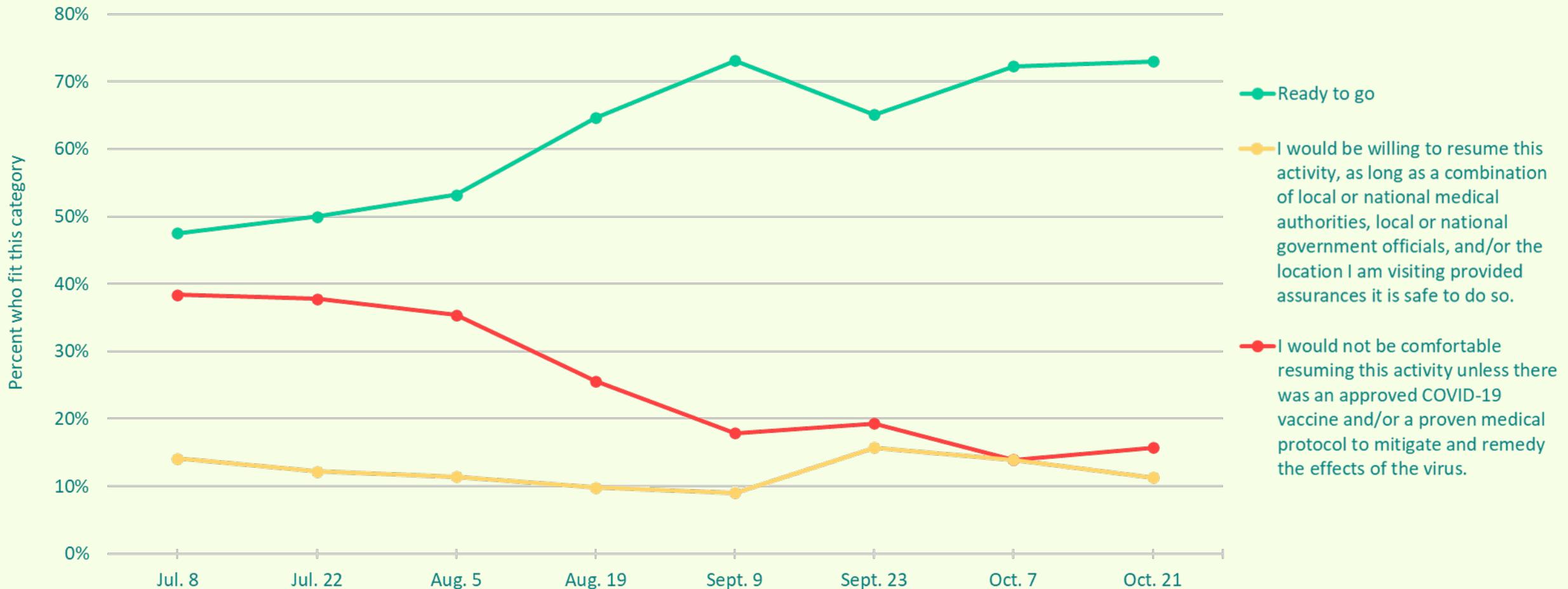
% NEEDING BREAKTHROUGH TO VISIT THEME PARK HITS NEW LOW

Which of the following conditions is closest to your current point of view... Visit a theme park



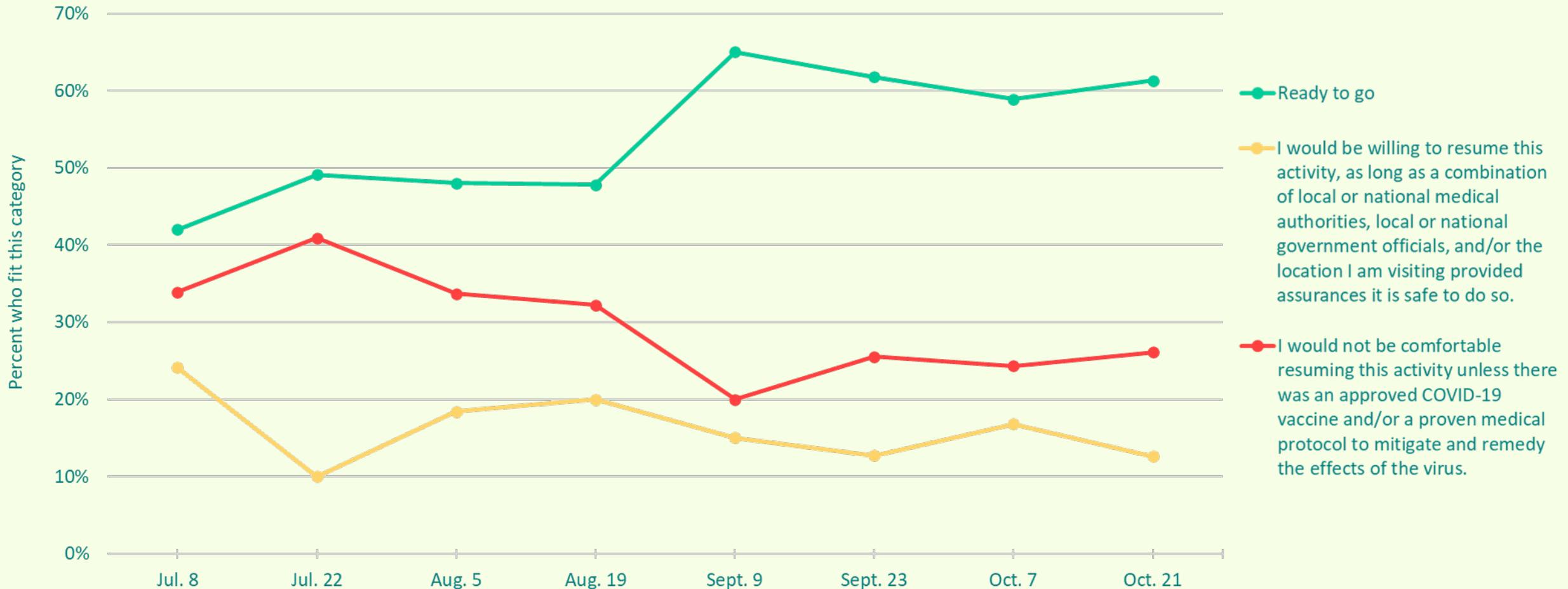
3/4 OF WITHIN-LAST-YEAR CRUISERS READY TO SAIL NOW

Which of the following conditions is closest to your current point of view... Take a cruise vacation



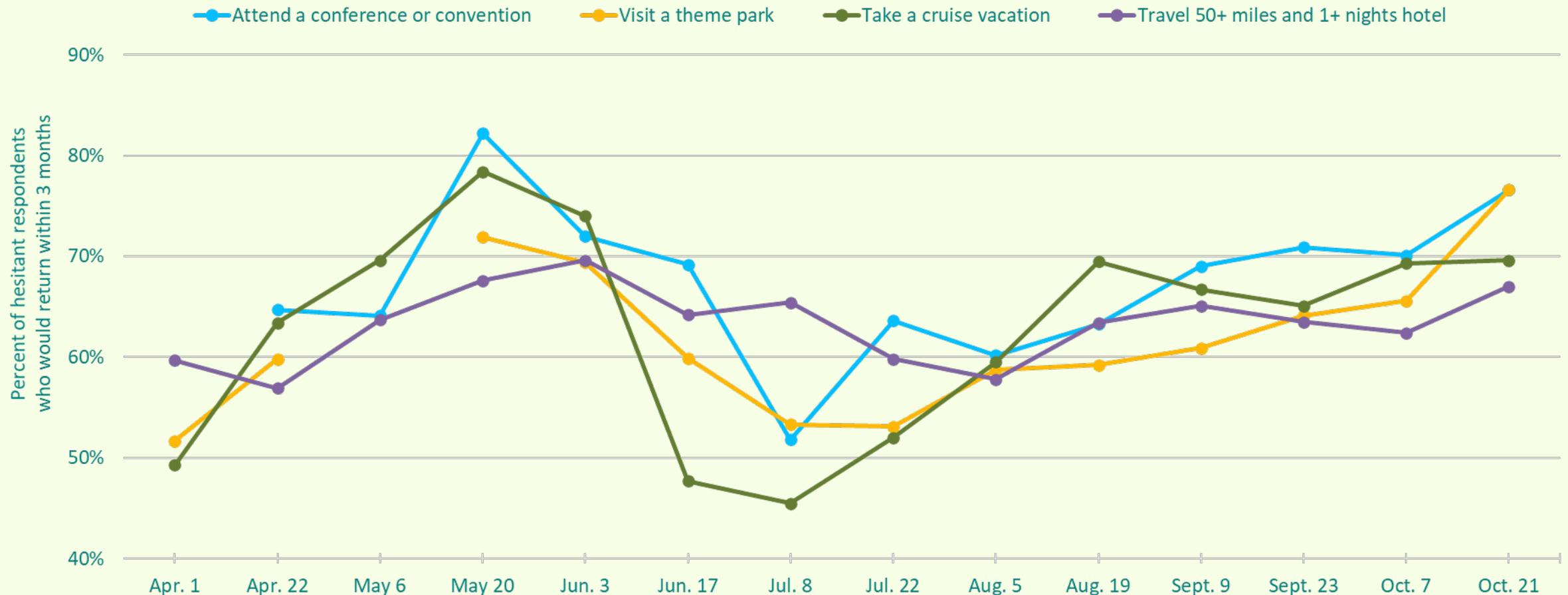
MORE THAN 3/5 READY TO ATTEND A CONVENTION

Which of the following conditions is closest to your current point of view... Attend a conference or convention



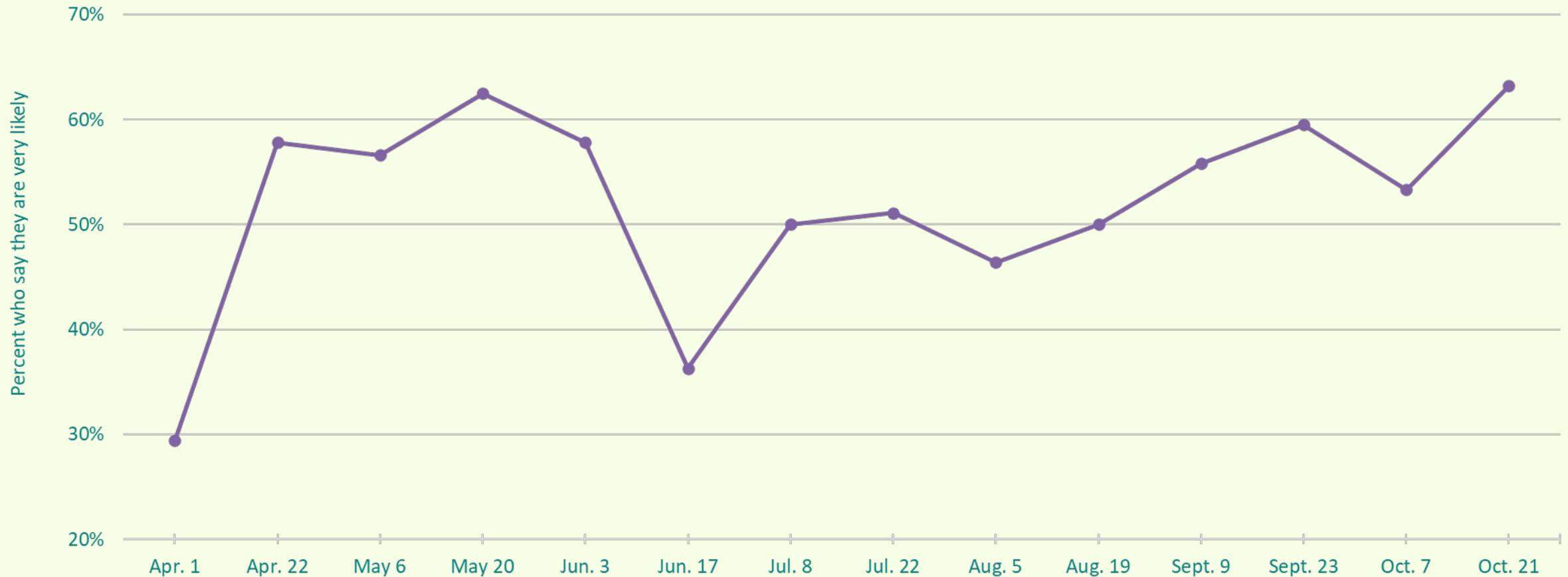
US TRAVEL: RETURN IN 3 MONTHS

[Among those hesitant:] Assuming you had the necessary assurances that it was safe to resume normal activities, how quickly would you next...



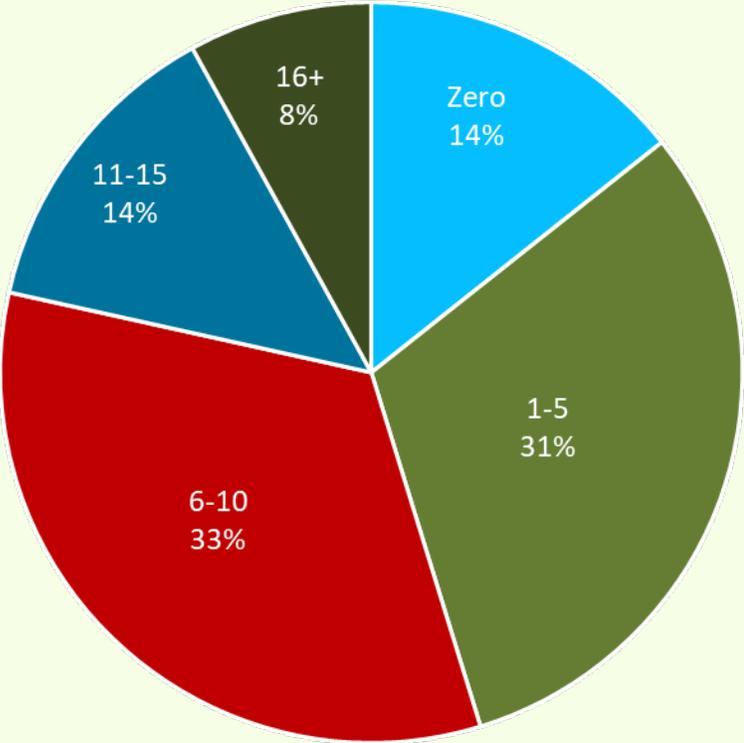
WILLINGNESS TO TAKE BUSINESS TRIP HITS ALL-TIME HIGH

I'm likely to take a domestic business trip in the next six to twelve months.

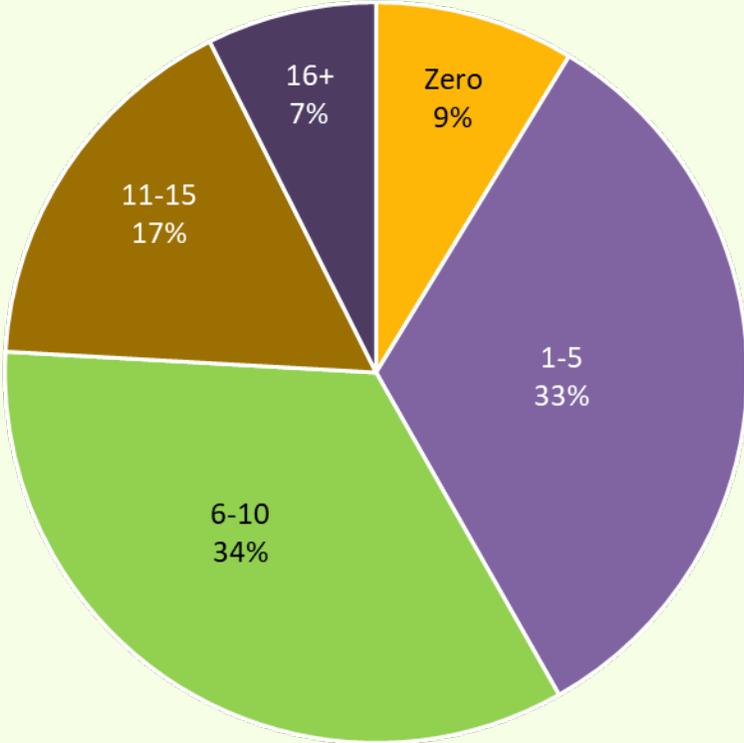


RESPONDENTS HAVE A LOT OF UNUSED VACATION TIME

How many vacation days for 2020 do you have unused as of today?



How many of these 2020 vacation days can you carry over into 2021?

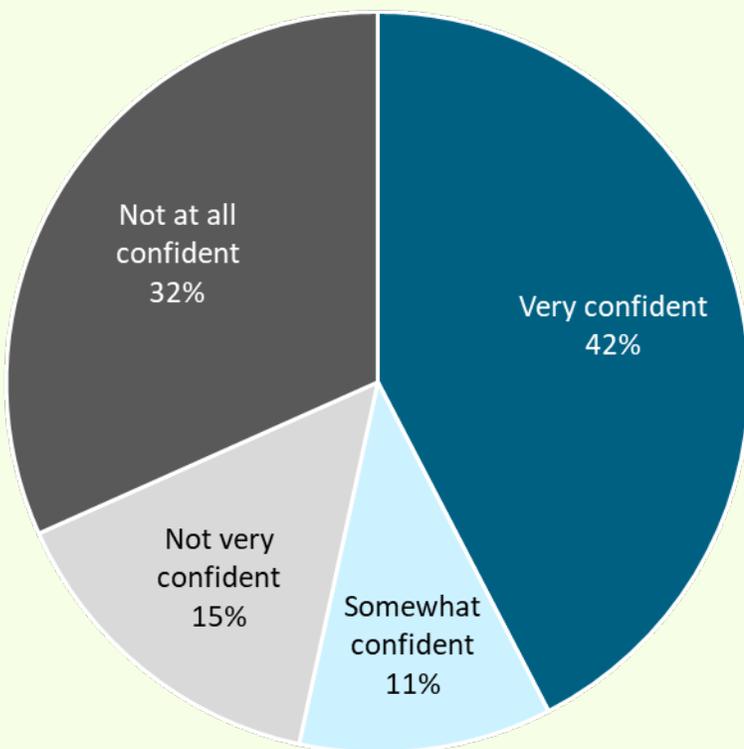


n=349, n=299, Back to Normal Barometer, Oct. 21, 2020

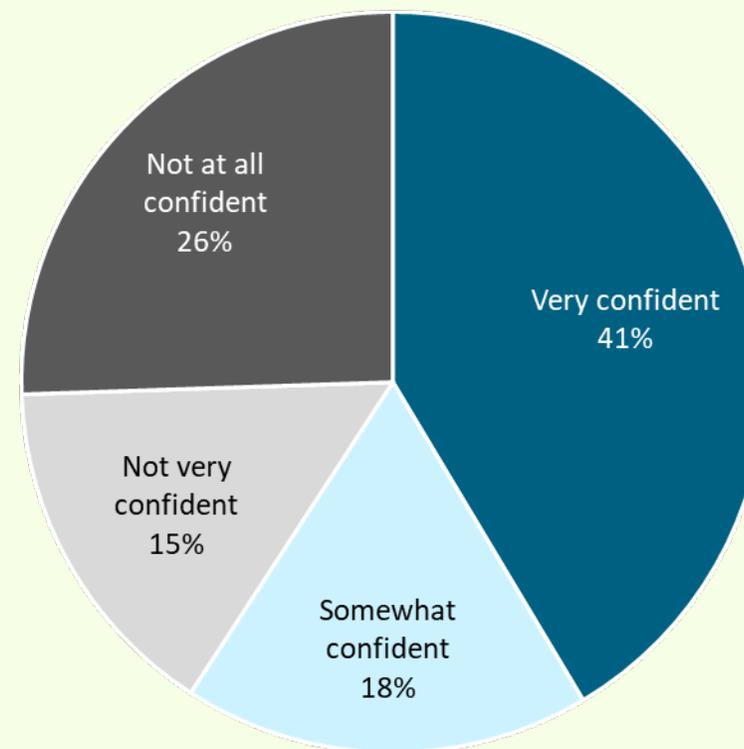
SLIGHTLY MORE CONFIDENCE IN RECOVERY IF BIDEN WINS

How confident are you that there will be a full economic recovery during the first half of 2021 if...

Donald Trump is Re-elected



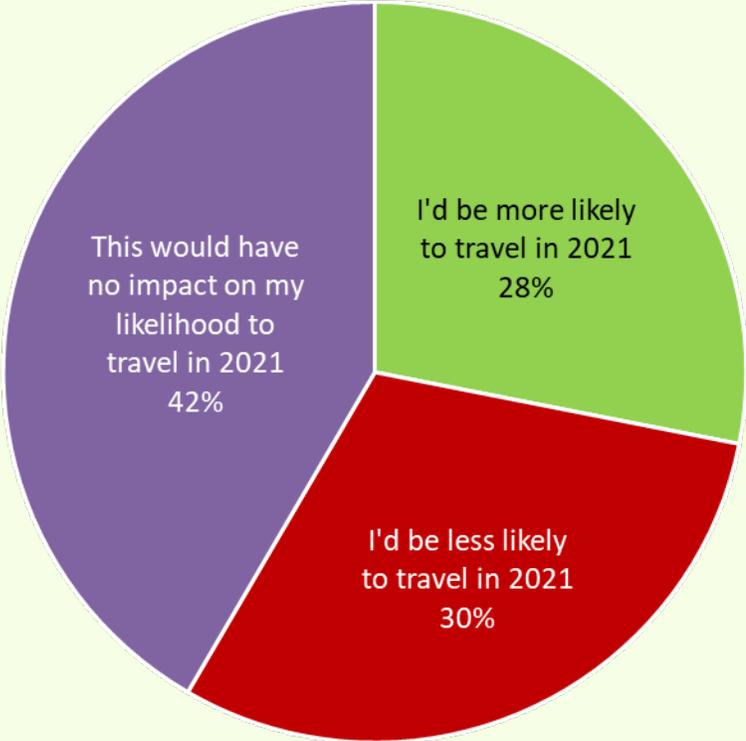
Joe Biden is Elected President



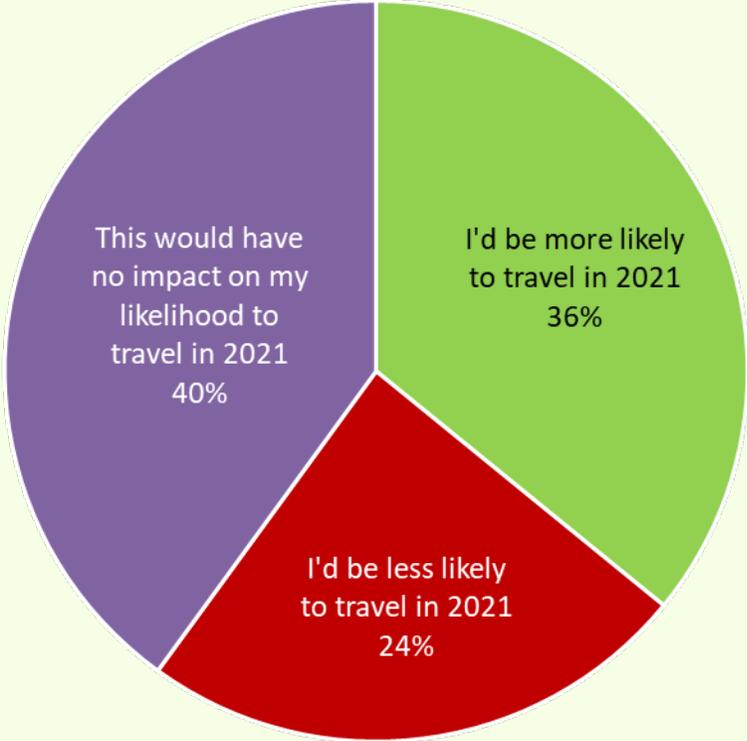
MORE WILLINGNESS TO TRAVEL IN 2021 IF BIDEN WINS

Indicate the impact, if any, of the election results on your 2021 travel plans.

Donald Trump is Re-elected



Joe Biden is Elected President



QUESTIONS?

- What questions do you have about the findings?
- What should we ask in wave 15?

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